

JOURNALISTS' GUIDE TO USING CHATGPT

LIMITATIONS

- **Accuracy Issues:** ChatGPT can produce plausible but incorrect or misleading information.
- **Scope:** Some highly reputable news organisations block access to their content for AI bots, so some of the best journalism on key topics will not be reflected in AI responses.
- **Data Cut-off:** Knowledge is limited to data available up to September 2021 (or later for upgraded versions).
- **Biases:** Reflects societal biases present in its training data.
- **Lack of Context:** May struggle with nuanced, complex, or ambiguous prompts.
- **Token Limits:** Limited ability to process lengthy inputs and outputs due to token caps.

USES

- **Summarising Texts:** Quickly condense lengthy documents or reports.
- **Idea Generation:** Develop story angles, headlines, or interview questions.
- **Text Editing:** Refine, restructure, or proofread written content.
- **Explaining Concepts:** Simplify complex ideas for broader audiences.
- **Advanced Searches:** Craft targeted search queries or find potential sources.
- **Coding Assistance:** Generate or troubleshoot code snippets for data analysis.

GENERATING PROMPTS

- **Be Specific:** Clearly define what you want, including tone, format, and audience.
- **Add Context:** Mention the role of the AI (e.g., "You are a journalist writing for a local audience").
- **Iterate:** Engage in back-and-forth adjustments to refine outputs.
- **Use Examples:** Provide sample outputs or structured templates for guidance.
- **Set Limits:** Explicitly request brevity or specify a word count if needed.

RECOMMENDATIONS

- **Transparency:** Disclose AI use where appropriate, particularly for substantive outputs.
- **Source Verification:** Always fact-check and corroborate AI-generated content.
- **Bias Awareness:** Recognise and mitigate biases in AI suggestions.
- **Copyright Compliance:** Avoid using AI outputs in ways that may infringe intellectual property.
- **Maintain Editorial Integrity:** Ensure human oversight and final judgement in journalistic outputs.

ChatGPT is a tool, not a replacement for journalistic expertise. Use it to complement your skills, enhance efficiency, and expand creative possibilities while maintaining high ethical standards.